

KAIT is devoted to serving the public interest. The station provides three and one-half hours of daily market news coverage a day which translates to approximately 18% of our total daily programming. This is market size 179 and during a normal week we produce 19.5 hours of local news. In April of this year we added an additional one-half hour of early morning local news and weather to our existing one hour newscast on a M-F basis. We also began carriage of the ABC Good Morning America program on Saturdays from 8-9AM. On a M-F basis we do additional five minute cut-ins during GMA for extra news and weather coverage. We also place on a daily basis all of our news stories on our web site, kait8.com, and furnish video streaming for those stories of major importance. The news department has thirty one employees, which exceeds the average for the market size and the expenses for the department are in excess of \$1.3 million per year which is more than double the average for the comparable market size as reported by the NAB Television Financial Report.

Programming is selected by management based on local community standards. Our syndicated programming is chosen based on quality of content. The station preempts the network in order to carry sports programming that caters to the desires of the viewers, programming that involves Arkansas State University and the University of Arkansas for basketball and football conference and non-conference games. During the past two years this station have preempted the ABC Network in primetime and on week-ends for over fifty five hours of programming of interest to local viewers.

The station has a policy of going live with what is termed "wall to wall" coverage during times of severe weather where the National Weather Service has proclaimed tornado warnings or when the station's own live Doppler radar suspects and pinpoints possible tornadic conditions. This happens several times a year during the so-called bad weather seasons. Just as recently as October 18th the station went live from approximately 4:41PM until 8:11PM and again from 11:18PM until 12:10AM with live up to the minute coverage for tornado warnings that traversed the market and leaving in its wake severe and costly property damage and leaving three individual area residents dead. In every case the station was able to predict in advance the presence of the storms and their direction thereby warning people to take cover. Live reports from area viewers that we call "weather watchers" enhanced the coverage.

In order to bring weather coverage to the region this station has invested in thousands of dollars worth of equipment from a nationally known weather service provider, Weather Central. We were the first station in Arkansas to have live Doppler radar that has been enhanced over the years at cost in excess of \$175K. We also provide NexRad radar coverage, a Storm Sentinel system for storm direction tracking, MicroCast forecasting, all of which has cost the station thousands in initial cost and monthly maintenance fees.

In the past several years the station has participated with the Arkansas State Police by providing Morgan Nick alerts, or by another name called the Amber alert. During the past year, September 2003 to September 2004, the station passed through nine Morgan Nick alerts sounded by the ASP to help recover missing children.

For the year 2004 KAIT has presented in-depth coverage of all local and major political races either through news story coverage or live and pre-taped programs, of which the following were complimentary by the station.

May 2004 (5) Candidates Arkansas Supreme Court (5) minutes each person to discuss their qualifications following the 10PM News.

Sept/Oct 2004 (7) Candidates for Jonesboro Mayor (5) minutes for each candidate at 10:30PM to discuss their qualifications immediately following the 10PM News.

October 2004 (7) Candidates for Mayor of Jonesboro in a two (2) hour forum hosted by the station that ran Oct. 10th at 12 Noon.

October 10th (2) Candidates for Arkansas Supreme Court ran a thirty (30') program allowing each candidate to discuss their qualifications.

September 27th ran a complimentary thirty (30') program with Congressman Marion Berry to discuss his political views and answer questions surrounding for his re-election bid.
Same date the station aired an additional thirty (30') program with Congressman Berry's opponent, Vernon Humphrey, to discuss his candidacy for the 1st District Congressional seat

October 31: Will air a one (1) hour complimentary cost debate between Congressman Marion Berry and his challenger Vernon Humphrey at 9-10PM.

October 31: Will air a one (1) hour complimentary cost debate between Senator Blanche Lincoln and Tim Holt at 12Noon.

The station also has a long term (5) year commitment to Teens of Northeast Arkansas, developed by the CRDC: Resource Prevention Center, in a campaign against drug, alcohol use and safe driving.

Other specialized programming:

1. St. Bernard's "Issues in Health" quarterly thirty (30') programs.
2. Jack Hill-TV For Arkansas, special programs on Arkansas issues that air quarterly.
3. State of Education - A special station produced thirty (30') program that aired at 6:30PM, August 26th.
4. Black Education in Craighead County a thirty (30') program on the history of black education.
5. Crimestoppers special a thirty (30') fund raiser.
6. United Cerebral Palsy six hour telethon fund raiser produced by the station, January 18th.
7. Children's Miracle Network Telethon fund raiser that included 10-2'vignettes produced by the station and aired on June 6th.
8. 4th of July Fireworks display co-sponsored by the station July 4th with live coverage.
9. MASH BASH blood drive a three day event helping increase the blood supply for the American Red Cross.
10. United Way promotion and coverage for kick-off drive.
11. Co-Sponsor of the October Susan G. Komen "Race for the Cure" through Public Service announcements.
12. K88K race to raise funds for the American Cancer Society, October 2nd. The Governor of Arkansas participated.
13. Prostate Screening promotions, was recognized with the "James C. East" award by the Arkansas Prostate Cancer Association.
14. Scholarship Salutes in April/May to recognize outstanding high school seniors.
15. Nurse of the Year in May to recognize outstanding medical field personnel in the coverage area.
16. Football Friday Night a fifteen minute program every Friday night that starts in August thru November to cover local sports.
17. Save Our School promotion to raise funds and school supplies for needy children.
18. Arkansas State University Fowler Center cultural events promotions to raise awareness of events like the Arkansas Symphony Orchestra, Memphis Symphony

Orchestra, Celebrating the Blues, A Home Town Christmas, Salzburg Chamber Strings and Rockapella.

19. Live coverage for five days of the N.E. Arkansas fair and rodeo in September.

20. Special quarterly wildlife stories on location with the Arkansas Game & Fish Commission; Elk hunting in Arkansas, hibernating black bears in Arkansas, the Bald Eagle and training of wildlife agents.

The station is committed to live coverage when and where ever possible. The station's brand is "Good Neighbors You Can Trun Too" and we strive to met that goal in serving the community.

From January 1st, 2004 through October 21, 2004 the station aired well over 4,000 public service announcements in varying lengths of 15" to 30" covering teen alcohol use, DWI, bulling, drug use, domestic violence, parenting in schools, blood donations and a large variety of other subjects.

The station's General Manager and Station Manager are both involved in serving on a variety of boards, from Boy Scouts to Cancer Society, N.E.A Charitable Foundation, Ark. State University College of Communication Advisory Board, and several other past board positions.